

RECYCLE THE RUNWAY

APRIL 6th, 2019 | Northlake Mall @ 1pm

GENERAL GUIDELINES

Recycle the Runway offers an opportunity for high school students in public or private Mecklenburg County Schools to participate in an event which showcases their design skills through the creation of (and modeling of) a fashion outfit made from items that can be recycled by Mecklenburg County. (See “Quick Reference Guide.”)

ECO-FASHION OUTFITS: Design and model a fashion outfit in a style inspired by ‘Eco Avant Garde’ and compete for trophies and cash prizes

GENERAL GUIDELINES

1. Ideas and creations submitted for entry must be the original work of the submitting entrant(s).
2. Materials used in the construction of your entry must be post-consumer, or post-industrial waste. Submissions in all categories must be comprised of at least 85% materials that can be recycled BY Mecklenburg County. These materials can include, but are not limited to, cardboard, steel/tin/aluminum cans, wide-mouthed and rigid plastics, paperboard, chipboard, newspaper or other tear-able paper, pizza boxes, or aerosol cans. Plastic shopping bags (provided by grocery, department, and convenience stores) can be used as part of the 85% rule. Plastic garbage bags, saran wrap and food storage bags will only be considered toward the remaining allowable 15% non-recyclable items. Recycled fabric may only be used as a lining that doesn't show.

Please refer to the, “School Recycling Guidelines” for a list of recyclable items accepted by Mecklenburg County. These are the “preferred items” that are eligible to comprise 85% of your fashion. The fashions that follow these guidelines most closely will receive higher consideration in judging. Fashions that do not meet this core requirement will not be eligible to win any of the cash prizes.
3. Glass AND items considered as “household hazardous waste” cannot be used as part of the submission.
4. Designers may use materials for construction such as glue, tape, dyes, marker, staples, thread, zippers, elastic, wire, Velcro, boning, buckram, grommets, laces, starch, paint, etc.
5. Each school can submit up to three outfit designs. Schools should submit a sketch of each proposed entry, along with a list of materials that will be used to construct of an entry by March 6, 2019
6. All team participants must have a signed CMS Release on file with their school that includes an agreement to be photographed at the event. Contact your school's administration for this form.



General Guidelines Continued

7. For each entry, the school will be asked to submit the following via email by March 22, 2019 in order to qualify:

- Approximately 10–15 photos in jpeg format. The photos should highlight the progression of the entry as it's created. One photo must be of the school itself (please include the name of the school in this photo). Another photo must be group picture of the design team. The remaining photos should document the steps (or stages) in the design process. All submitted photos will become property of Mecklenburg County Solid Waste.
- Written information for each entry. This should include the name of your school, a descriptive summary of your entry, the materials used in its design (including a breakdown of materials used, totaling at least 85% recycled materials. [ex: 30% newspaper, 25% pizza boxes, 30% plastic bottles]), and how 'Eco Avant Garde' inspired your outfit. If possible, please include an environmental 'factoid' within this written description that addresses how the materials incorporated within your fashion are commonly disposed of and the benefits of reusing these items in another, more creative way. Please be sure to incorporate the Recycle the Runway message of 'reducing waste' and 'finding creative reuse opportunities for our garbage'. Do your best to make this description both entertaining and appropriate for all ages. The length of the description should not exceed 60 seconds when read aloud. The quality of your commentary will be considered part of your overall score. Points will be deducted for commentary that doesn't fulfill the listed requirements.

ECO-FASHION OUTFIT GUIDELINES

1. Eco-fashion entries will be evaluated by a panel of judges on the day of the event. Winning Schools will be notified by April 20th. Cash awards are provided to schools, not individual students, and schools are allowed to spend cash awards at its discretion. The expected competition categories are:

- Most Creative Use of Recycled Materials
- Greatest Number of Different Recycled Materials.
- Best in Show

2. Entries will be evaluated on:

- Creativity
- The diversity of the materials utilized in the fashion. This category will be scored by the material % breakdown
- Adherence to the competition rules
- The environmental message conveyed to the audience (by both the fashion and the written/verbal description)
- Overall success achieved in implementation

3. Footwear made from recyclable materials is preferred, however, regular street shoes are acceptable. Shoes must be safe to walk in.

4. Good workmanship is encouraged. Garments should fit the model and should be durable enough to survive the show.

5. Designs should be repairable at the show (if needed).

6. The design must be a wearable fashion and consist of (at minimum) bodywear, one piece of jewelry and shoes. Outfits can not be suggestive in design or expose areas of the body usually covered by clothing in a multi-age environment. Appropriate underclothing is also required. See your school's Dress Code policy for additional guidance.

7. Registration is required to participate. Contact Laurette Hall, Registration Coordinator, at 980-314-3865 or Laurette.Hall@mecklenburgcountync.gov.